

537,456

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
17 June 2004 (17.06.2004)

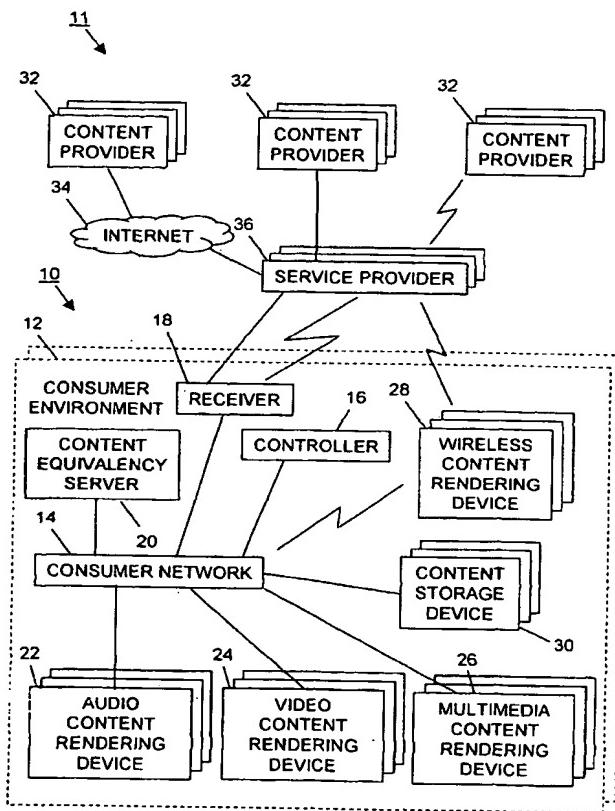
PCT

(10) International Publication Number
WO 2004/052012 A1

- (51) International Patent Classification⁷: **H04N 7/173**
- (21) International Application Number: **PCT/IB2003/005548**
- (22) International Filing Date: **28 November 2003 (28.11.2003)**
- (25) Filing Language: **English**
- (26) Publication Language: **English**
- (30) Priority Data: **60/430,966 4 December 2002 (04.12.2002) US**
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- (81) Designated States (*national*): **AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.**

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(54) Title: METHOD OF CONSIDERING CONTENT EQUIVALENCY WHEN RENDERING CONTENT



(57) Abstract: A method of controlling content rendering to one or more content rendering devices (22, 24, 26, 28) associated with a consumer environment (12) includes receiving an initial content reference from within the consumer environment. Zero or more equivalent content references associated with the initial content reference are identified. A preferred equivalent content reference associated with the consumer environment is selected from the initial content reference and the equivalent content references. A content instance described by the preferred equivalent content reference is rendered on a first content rendering device. The method may also include selecting a preferred content rendering device associated with the consumer environment. The preferred content rendering device is compatible with the preferred equivalent content reference. A content instance described by the preferred equivalent content reference is then rendered to the preferred content rendering device. In another embodiment, a consumer environment (12) includes: a consumer network (14), a receiver (18), a content equivalency server (20), one or more content rendering devices (22, 24, 26, 28), and a controller (16).

WO 2004/052012 A1



(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report*

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